

EMILY ALLEN

ILLUSTRATOR & DESIGNER

theartofemilyallen.com

713-412-3387

emilyrallen225@gmail.com

44 Krog Street NE Apt. 337
Atlanta, GA 30307

EDUCATION

I Bachelor of Fine Arts Degree

I Studio Art with a focus in Illustration
Art History & Creative Writing Minors
Summa Cum Laude (3.97 GPA)
The University of Central Florida
2015 — 2019

SKILLS

I Programs

Adobe Photoshop
Adobe Illustrator
ProCreate
Corel Painter
InDesign
Microsoft Suite

I Art Specialties

Illustration
Product Design
Typography
Packaging Design
Digital Painting
Paper Arts
Traditional Mediums

I Personal Attributes

Organized
Hard Working
Caring
Self-Starter
Attention to Detail
Time Management

WORK EXPERIENCE

Packed Party

Packed Party is a vibrant and innovative lifestyle and gifting brand that brings joy and celebration to everyday moments. Founded in 2013 by Jordan Jones, the company's mission is to create unforgettable experiences through products that inspire fun and connection. Packed Party's diverse range of offerings include party supplies, gifts, accessories, and home decor items.

Product Designer Nov 2023 – Present

- Assist in product development from design concepts to samples, art files, packaging, and tech packs
- Work hand in hand with product development and overseas suppliers to bring products to life
- Pitch products to mass retailers such as Walmart, At Home, CVS, Kohls, Hobby Lobby, HEB, and many more
- Provide new design insight, research, and trend inspiration to the design team

Design Group Americas

Design Group Americas is the world's largest gift packaging company, producing paper, décor, creative play and dated good products for millions of customers throughout the United States and beyond. With a history spanning back more than 100 years, Design Group Americas' story can be traced back to Hysil Manufacturing Company, who pioneered the gift wrap industry.

Senior Designer May 2022 – Present

- Skilled in executing a diverse range of art styles to appeal to the various customers shopping at each retailer
- Shadows and accommodates Design Managers with their various accounts
- Responsible for putting together design briefs as well as conducting market and trend research
- Assists with training and mentoring Junior Designers

Designer September 2020 – May 2022

- Responsible for creating original, hand illustrated artwork and designs for gift packaging, greeting cards, gift bags, gift tags, stationery, bows and accessories
- Designer on the Mass Market team pitching products to be sold at Target, Walmart, HomeGoods, TJ Maxx, Ross, Kroger, and other mass retailers

Hobby Lobby

Hobby Lobby is a leader in the arts and crafts retail sector with more than 850 stores, over 37,500 employees, and operating in forty-six states. Hobby Lobby is the largest privately owned arts-and-crafts retailer with products including jewelry, fabrics, cards and party ware, wearable art, home accents and holiday merchandise.

Designer September 2019 – March 2020

- Responsible for creating designs that satisfy a diverse array of projects including jewelry, tableware, notebooks, mood-boards, pattern designs, wearable art, etc.
- Understood current design trends, pitched creative concepts, and catered designs to the Hobby Lobby customer.
- Adjusted and manipulated existing artwork as well as created new, original artwork for products.
- Responsible for product branding and packaging design

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AWARDS

I President's Honor Roll Certificate

I Awarded in recognition of scholastic honors students who maintain a 4.0 GPA in a semester.

Earned four times during time at UCF

The University of Central Florida
2016 — 2019

I UCF President's Office Purchase Award

I Two illustrations were purchased at the NOVA exhibition to be hung in the UCF President's Office.

The University of Central Florida
2019

WORK EXPERIENCE

Bloom Designs

Bloom Designs is a respected stationery and gifting company in the golf and tennis world. Bloom Designs provides original designs and products with preppy, sophisticated patterns and is dedicated to bringing golf and tennis products onto paper using fashion-forward thinking and stylish designs.

Freelance Illustrator July 2019 – September 2020

- Responsible for ideation and conceptual designs
- Created original illustrations to be used on products including stationery, notebooks, drink-ware, and apparel

Waldorf Publishing

Waldorf Publishing is an innovative, female owned, independent publishing company.

Illustration Intern Summer 2018

- Illustrator of the children's picture book *Waffles Saves the Day*
- Responsible for the illustration process from cover to cover
- Gained experience working in the publishing industry as well as partnered with the author to bring her story to life

Universal Creative

Universal Creative is a master planning, creative development, design, engineering, and project management division of Universal Parks & Resorts.

Creative Studio Intern Fall 2017

- Member of the Media Department assisting designers and producers
- Gained valuable experience while working in the media, sculpture, and concept art departments

COMMUNITY INVOLVEMENT

Brilliant Book Clubs Book Buddy

Winds West Elementary School / January 2020-March 2020

Brilliant Book Clubs arranges fun, new ways for kids to practice their reading and improve their literacy and life skills by matching trained mentors from the community to meet with them in book clubs.

- Model safety and trust to students as a consistent and caring book buddy as well as be a listening ear and friend to young, impressionable kids

Creative Writing Teacher

Boys Town, Oviedo / Spring 2019

Boys Town, Oviedo works with the state of Florida to combat child abuse and neglect through one short-term Intervention and Assessment center.

- Taught creative writing in the community once a week at Boys Town, Oviedo, a facility for at-risk children in crisis

Kappa Alpha Theta Sorority Member

University of Central Florida / 2015-2019

National Women's Organization focused on building intellectual curiosity, leadership, and personal excellence

- Dedicated to raising money for foster children and CASA